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1. (currently amended) A method for enhancing a viewer's shopping experience, comprising the acts of:
 - engaging a removable memory device with a receptacle in communication with an entertainment device;
 - storing information related to ~~the entertainment device~~ user entertainment preferences on the memory device;
 - removing the memory device from the entertainment device;
 - engaging the memory device with a receptacle in communication with a shopping kiosk; and
 - presenting a display to a viewer of the kiosk at least partially based on the information stored on the memory device.
2. (currently amended) A method for enhancing shopping, comprising:
 - establishing communication between a memory device and an entertainment device;
 - recording viewer programming selections related to the entertainment device on the memory device;
 - establishing communication between the memory device and at least one shopping computer;
 - and
 - based at least in part on the viewer programming selections, presenting product information.
3. (original) The method of Claim 2, wherein the memory device is a portable device.

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4. (original) The method of Claim 3, wherein the acts of establishing communication include inserting the memory device into the entertainment device and shopping computer, respectively.

5. (original) The method of Claim 4, wherein the shopping computer is a kiosk.

6. (original) The method of Claim 4, further comprising matching products with viewer preferences based on the viewer selections.

7. (currently amended) A system for promoting purchase of a product, comprising:
at least one TV system receiving at least one channel signal;
at least one memory device removably engageable with the TV system for recording the channel associated with the channel signal; and
at least one shopping computer distanced from the TV system and engageable with the memory device to receive information therefrom to present product information to a viewer.

8. (original) The system of Claim 7, wherein the shopping computer is a kiosk.

9. (original) The system of Claim 7, wherein the memory device is a portable device.

10. (currently amended) The system of Claim 7, wherein the memory device is insertable into the TV system and shopping computer, respectively.

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11. (original) The system of Claim 7, wherein the shopping computer matches products with viewer preferences based on the viewer selections of channels.
12. (canceled).
13. (original) A system for enhancing shopping, comprising:
 - means for establishing communication between a memory device and a TV;
 - means for recording viewer selections of channels on the memory device;
 - means for establishing communication between the memory device and at least one shopping computer; and
 - means for, based at least in part on the viewer selections of channels, presenting product information to a viewer.
14. (original) The system of Claim 13, wherein the memory device is a portable device.
15. (original) The system of Claim 14, wherein the shopping computer is a kiosk.
16. (original) The system of Claim 15, further comprising means for matching products with viewer preferences based on the viewer selections of channels.

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